

59. A financial measurement and reporting system for a value chain, comprising:
means for collecting and classifying the value chain data by component of value, category of value and real option;
means for determining a contribution of each category of value to a value of the value chain;
means for determining a contribution of each real option to a value of a value chain; and
means for displaying the value chain value and the contribution of each of the categories of value and real options.

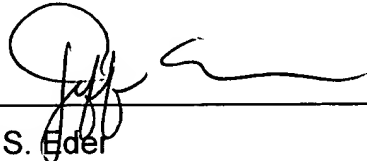
60. The system of claim 59 wherein the means for displaying the value chain value and the contribution of each of the categories of value and real options comprises a paper document or an electronic display.

REMARKS

The Applicant respectfully requests consideration of the present application as amended herewith.

Respectfully submitted,

Dated: 3/9/2002



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